ABSTRACT

A method, system, apparatus and article of manufacture for producing a customized application. In a preferred method of the invention, a selection of components can be identified which are to be deployed to form the customized application. Within the selection of components, points of variability can be specified which can be assigned values when deploying the selection of components. The identified selection of components and the specified points of variability can be persisted in a template. Subsequently, the template can be processed to deploy the identified selection of components, to prompt for values to be assigned to the points of variability, and to configure the identified selection of components with the values at the points of variability thereby producing the customized application.